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USDA FOR BARBIERI

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TAGS: [EAGR](#) [ETRD](#) [EINV](#) [GG](#)

SUBJECT: INITIAL RESULTS OF USDA'S TRADE MISSION TO GEORGIA

¶1. In May, 2006, USDA led the first ever Agribusiness Trade and Investment Mission (TIM) to Georgia, which was funded by the Freedom Support Act. The goal of the TIM was to facilitate investments and trade between the U.S. and Georgian companies, suppliers, and distributors. With the current state of Russia-Georgia economic relations, it is now even more important for Georgia to expand its markets to the west. The trade mission included 12 small and medium-sized enterprises specializing in equipment distribution, wine imports, cattle genetics, dried fruit and vegetables, coffee, meals ready to eat, processed goods and agricultural processing. Embassy Tbilisi and USDA coordinated with a local Georgian-American events planning contractor, local business associations, and the GoG to provide participants with specialized presentations on Georgia's business climate, over 200 matchmaking meetings with local companies, and 20 site visits.

¶2. According to USDA, the mission resulted in negotiations on several export and investment projects. Flatness Incorporated has plans to build two artificial insemination centers in Georgia to improve cattle. Total investment in the project should be approximately USD 1 million. Food Pro International is negotiating three deals with agricultural processing and production companies to update equipment and manufacturing techniques. FoodSource, Inc. is negotiating a deal to export California walnuts for estimated sales of USD 200 thousand, and is working with a Georgian grower to import hazelnuts from Georgia. BlackDot Coffee is preparing to ship around 2,000 pounds of coffee per month starting in early ¶2007. Additionally, Hima Beverage Brokerage imported to the U.S. several shipments of Georgian wine, and is working with the Georgian Wine Industry and USDA to establish a greater market share in the U.S. Mission will be happy to support future similar trade missions.
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